



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Product And Service Knowledge For Business Professionals Training

Services / Cleaning, Domestic, Hiring, Property and Rescue Services

Unit Standard 115860 · NQF Level 3 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips business professionals with comprehensive knowledge of their organisation's products and services, enabling them to effectively communicate value propositions to clients and stakeholders. Participants will learn to analyse product features, benefits, and market positioning to enhance customer engagement and drive sales. The training ensures alignment with organisational goals and compliance with relevant regulations.

Category	Services
Subfield	Cleaning, Domestic, Hiring, Property and Rescue Services
Unit Standard	115860
Accreditation	SAQA Accredited · NQF Level 3 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply product and service knowledge to address customer needs and queries effectively.
- Analyse the features and benefits of products and services in relation to customer requirements.
- Evaluate the competitive landscape to position products and services advantageously.
- Demonstrate the ability to communicate product information clearly and persuasively.
- Implement strategies to maintain up-to-date product and service knowledge.
- Comply with organisational policies and legal requirements when presenting product information.

WHO SHOULD ATTEND

- This course is designed for sales representatives, customer service agents, marketing professionals, and any business professionals who need to articulate product and service knowledge to internal or external stakeholders.

COURSE OUTLINE

Day 1: Fundamentals of Product and Service Knowledge

- Defining products and services: tangible vs intangible offerings
- Key components: features, advantages, and benefits (FAB analysis)
- Product classifications: consumer, industrial, convenience, specialty goods
- Service characteristics: intangibility, inseparability, variability, perishability
- The business impact of product knowledge: credibility, trust, and competitive advantage
- Introduction to product lifecycle and its stages
- Practical exercise: analysing a product or service using FAB framework

Day 2: Deepening Knowledge and Application

- Product bundling, upselling, and cross-selling techniques
- Market research methods: surveys, focus groups, competitive analysis
- Identifying and addressing common customer objections
- Value proposition development and communication
- Mapping product features to customer needs (needs-based selling)
- Role-play: handling customer queries and objections
- Case study: successful product knowledge application in a South African business

Day 3: Integration, Assessment, and Continuous Improvement

- Aligning product knowledge with marketing, sales, and service strategies
- Knowledge management systems: documentation, training, and updates
- Metrics for measuring product knowledge impact: sales conversion, customer feedback
- Continuous improvement: staying current with industry trends and innovations
- Creating a product knowledge toolkit for ongoing reference
- Group presentation: presenting a product knowledge strategy
- Summative assessment: practical scenario-based evaluation

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **6 NQF credits** at **NQF Level 3**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 17,900.00	R 17,900.00
1	In-House	R 23,300.00	R 23,300.00
1	On-Campus (Pretoria)	R 26,800.00	R 26,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	12 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa
17 Aug 2026	19 Aug 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 115860) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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